

1-1-2013

2013 Survey of Admitted Students-WVU-Appendix

Eduventures

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Survey of Admitted Students

Appendix: Additional Results for West Virginia University

October 2013

A large, light gray silhouette of a human head in profile, facing left. Inside the head is a white icon of a classical building with columns. A red line with an upward-pointing arrow starts from the left side of the head and extends towards the top right corner of the image.

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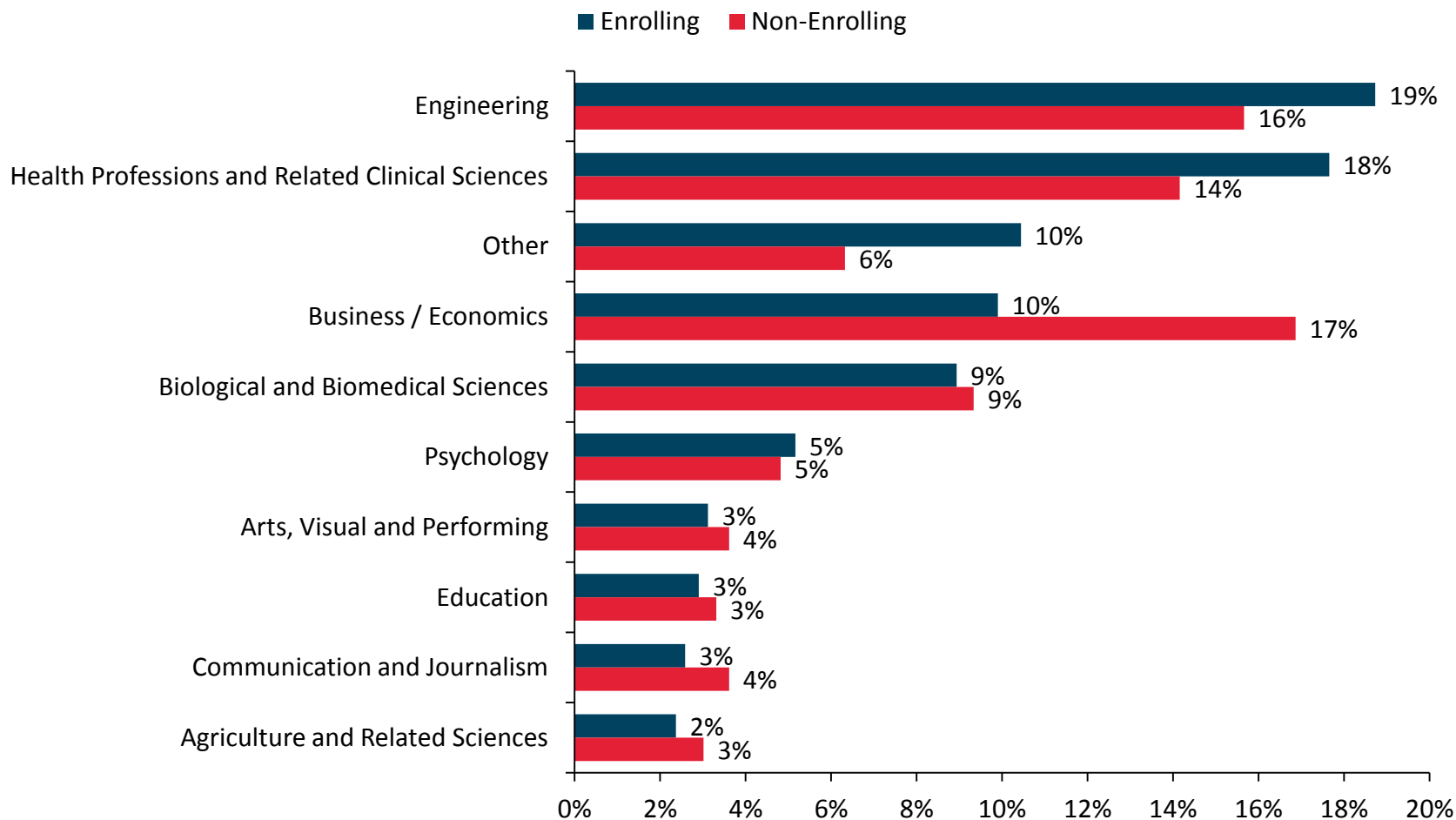
STUDENT PREFERENCES



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Which of the following areas are you most interested in pursuing as a major?



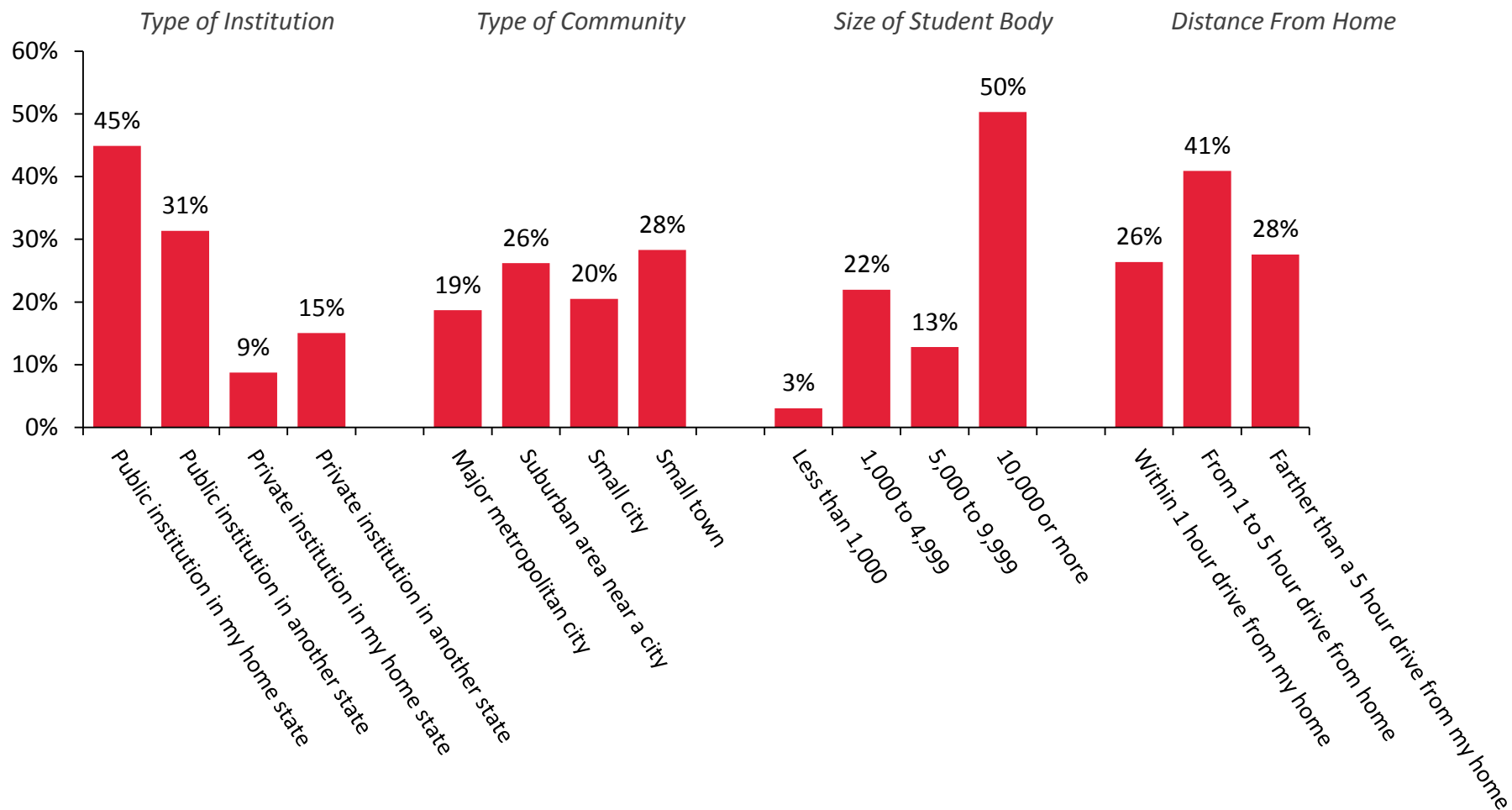
Responses selected by smaller proportions of students are not shown.



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Characteristics of Schools Chosen By Non-Enrolling Students



Among non-enrolling students only / don't know. Other responses not shown.

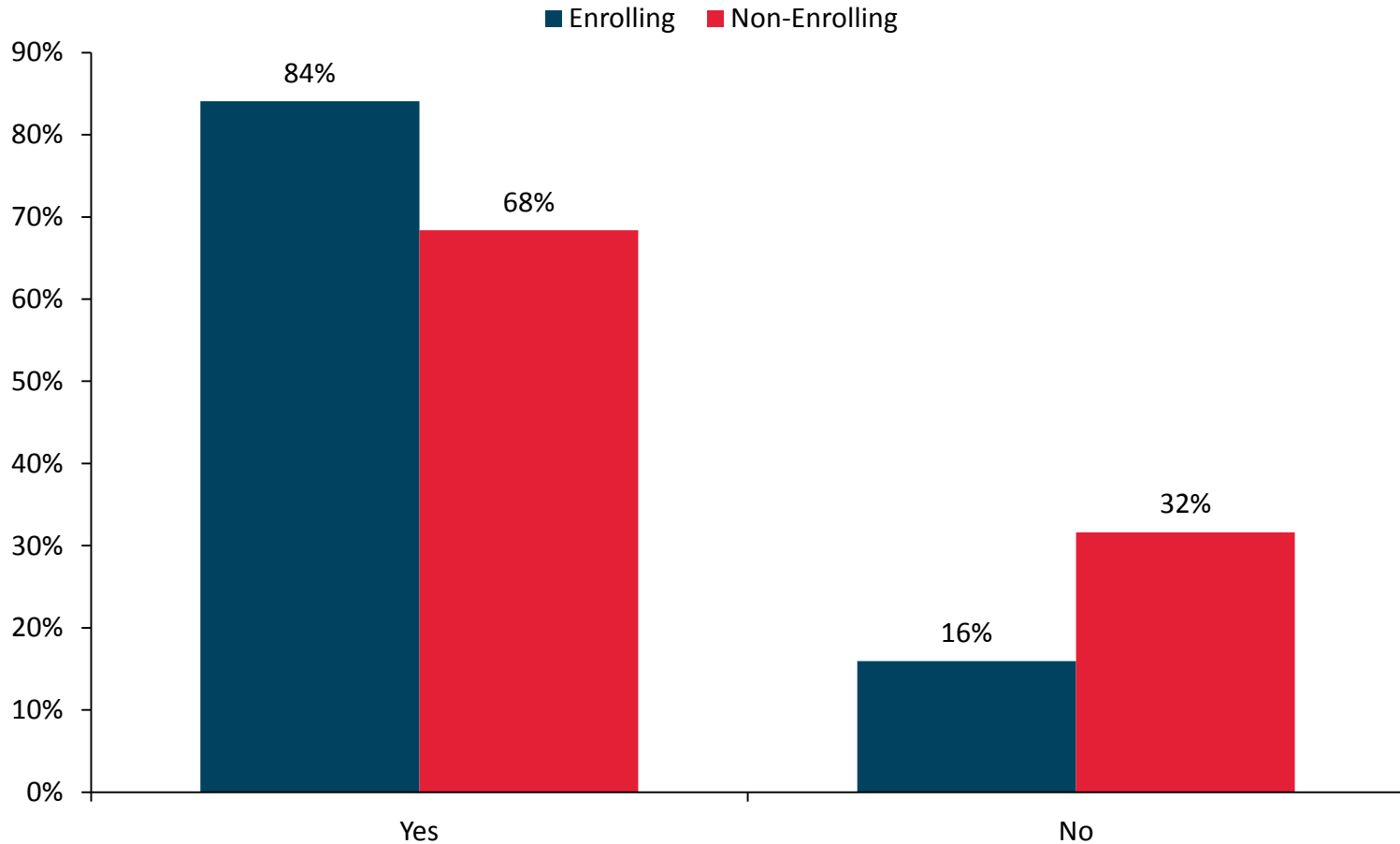


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Attending first choice school?





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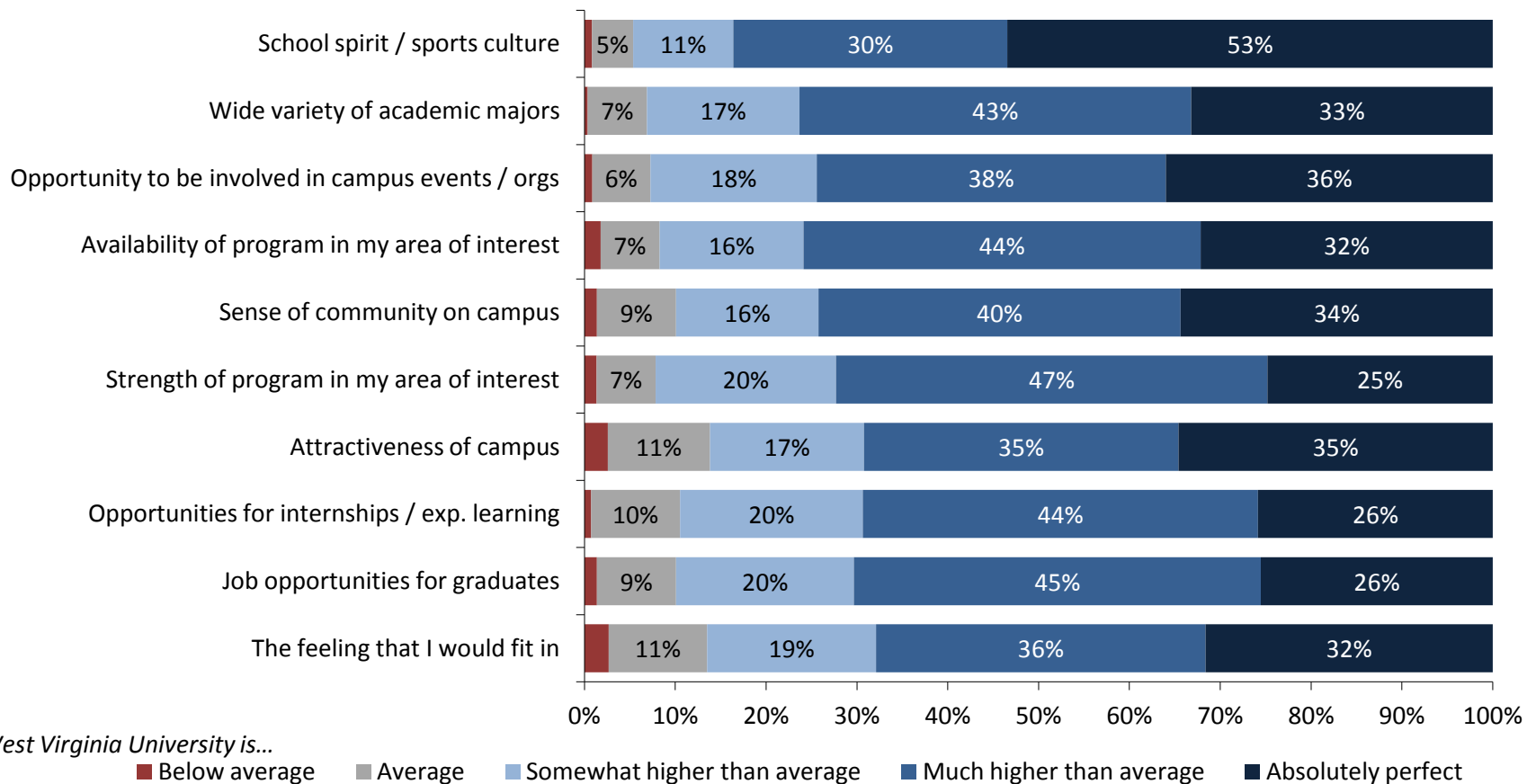
ENROLLING STUDENT PERCEPTIONS



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Please rate West Virginia University in the following areas:



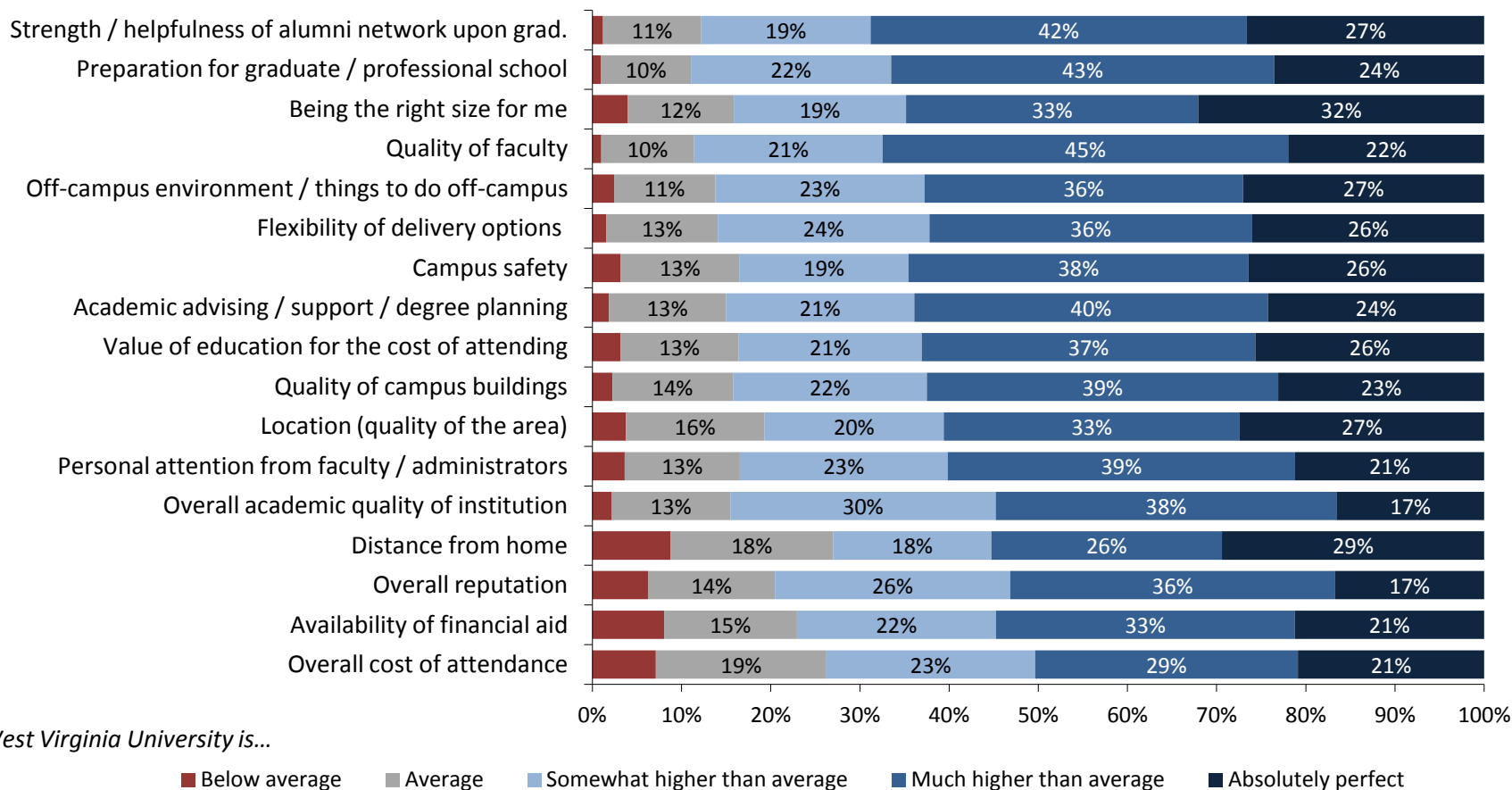
Among enrolling students only. Sorted by mean value on scale of 1=Awful, 4=Average, 7=Absolutely Perfect.



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Please rate West Virginia University in the following areas: *(continued)*



Among enrolling students only. Sorted by mean value on scale of 1=Awful, 4=Average, 7=Absolutely Perfect.



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FINANCIAL AID / AFFORDABILITY

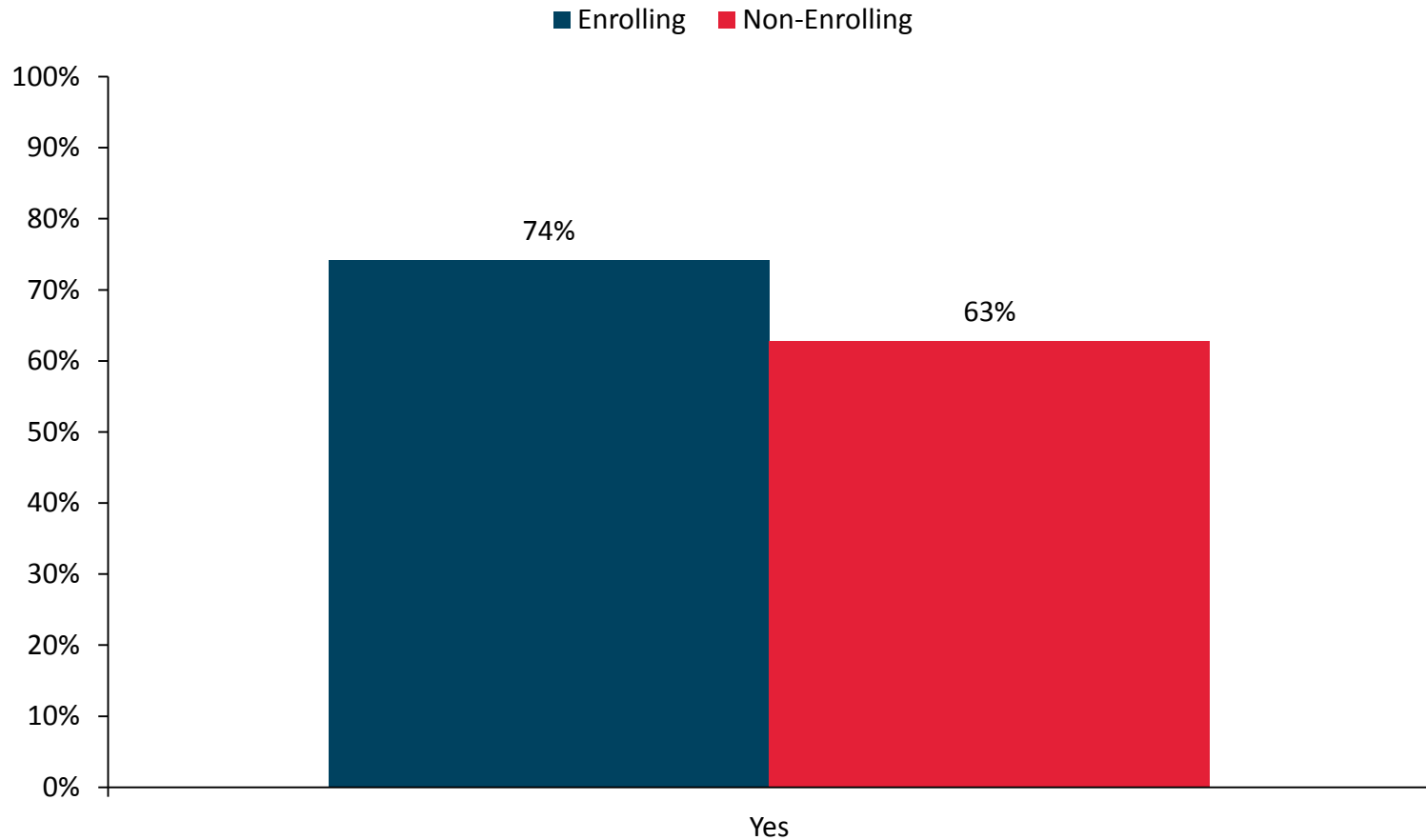


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Have you been offered grants / scholarships by the school you are attending?



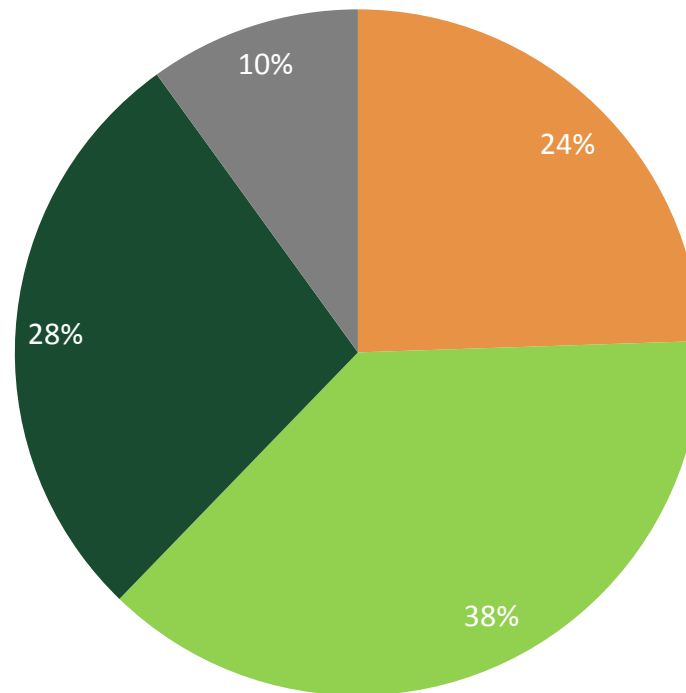


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Would additional awards have influenced your decision?



No

Yes – it might have influenced my decision

Yes – it definitely would have influenced my decision

Don't know / unsure

Among non-enrolling students only.



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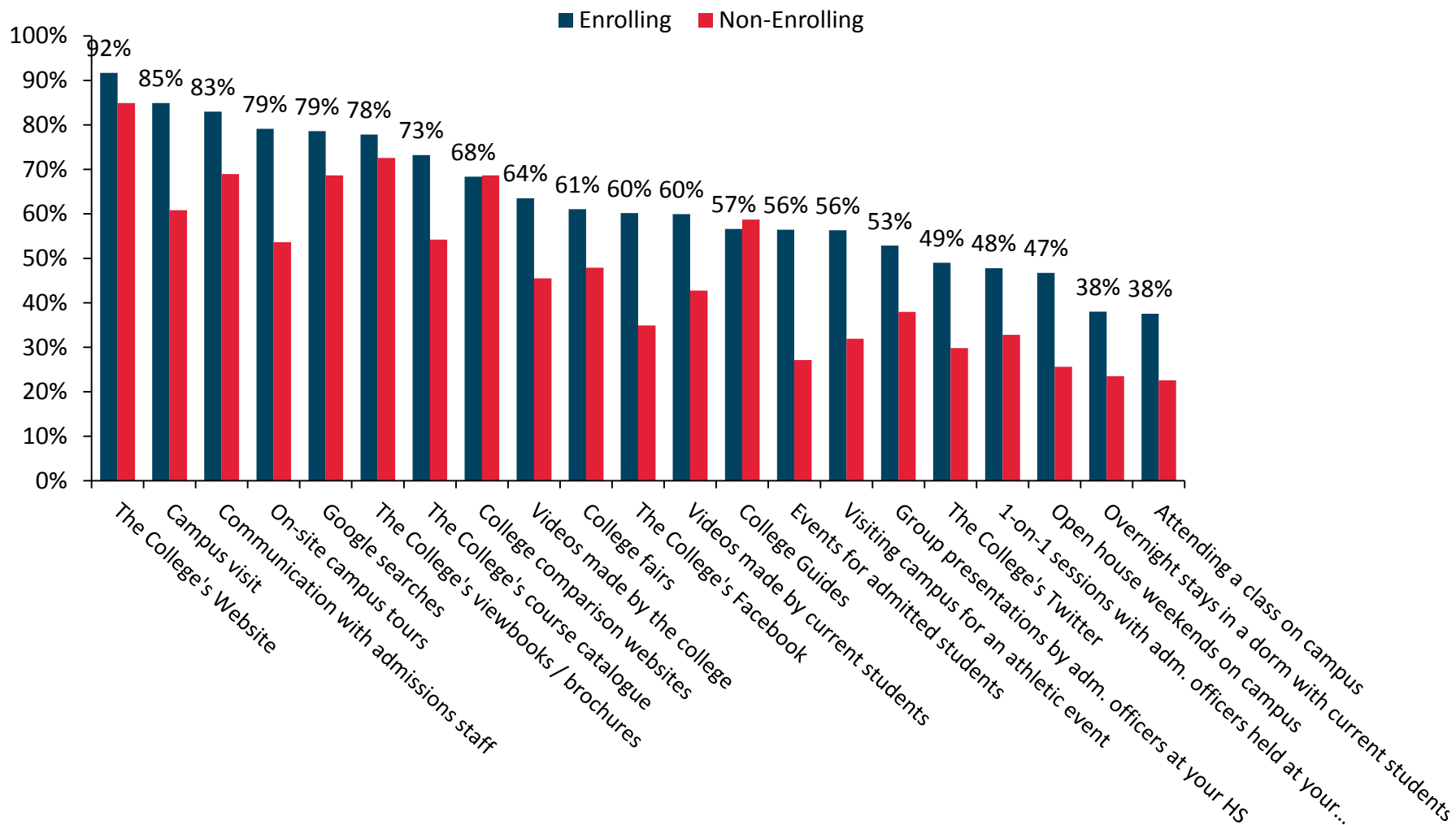
SEARCH INFLUENCERS & TOOLS



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Use of Information Sources to Learn About West Virginia University

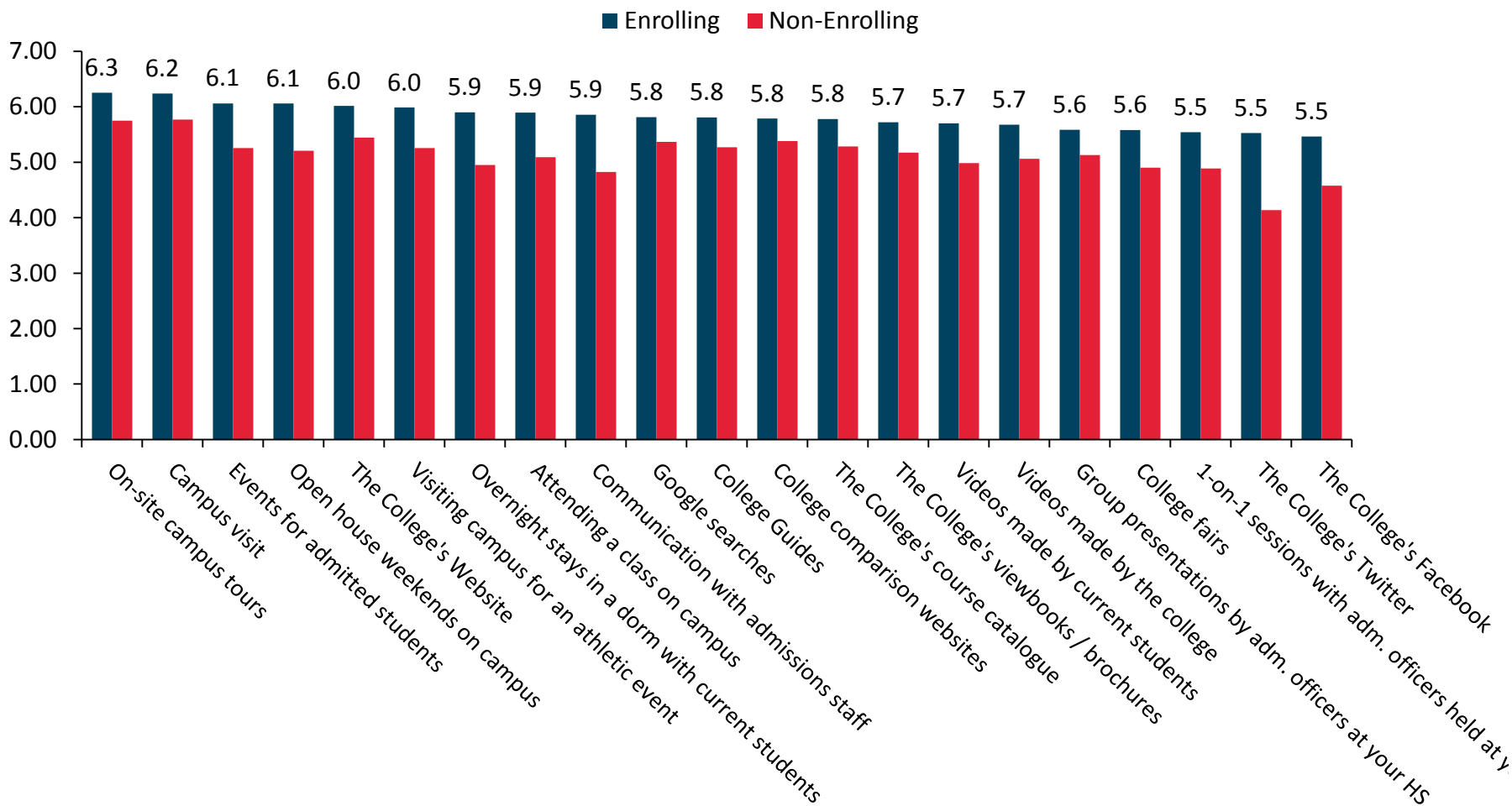




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Usefulness of Information Sources To Learn About West Virginia University



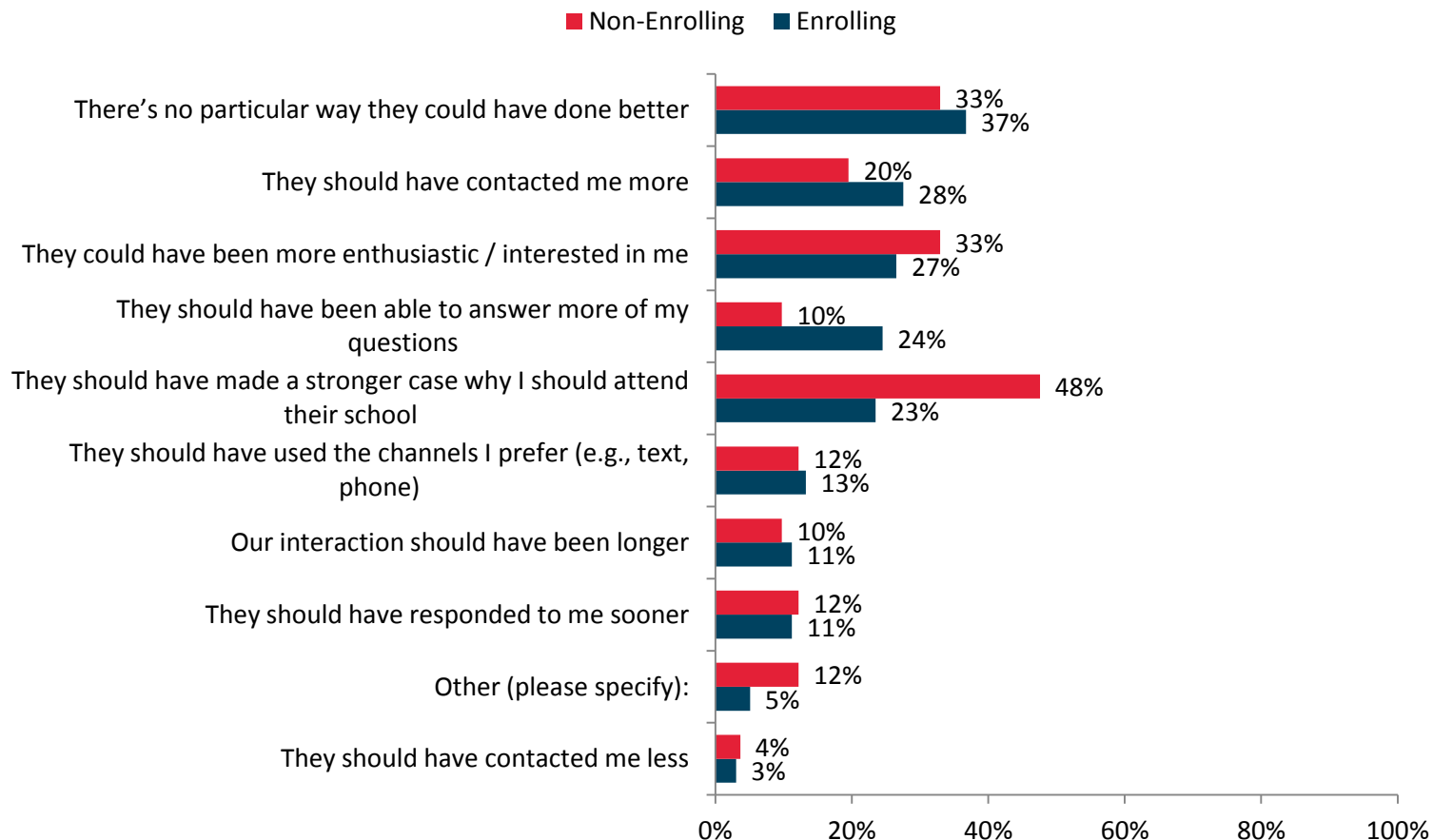
Values Represent Average Ratings on a Scale of: 1=Not at all useful; 7=Extremely useful



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How could West Virginia University admissions staff have improved?



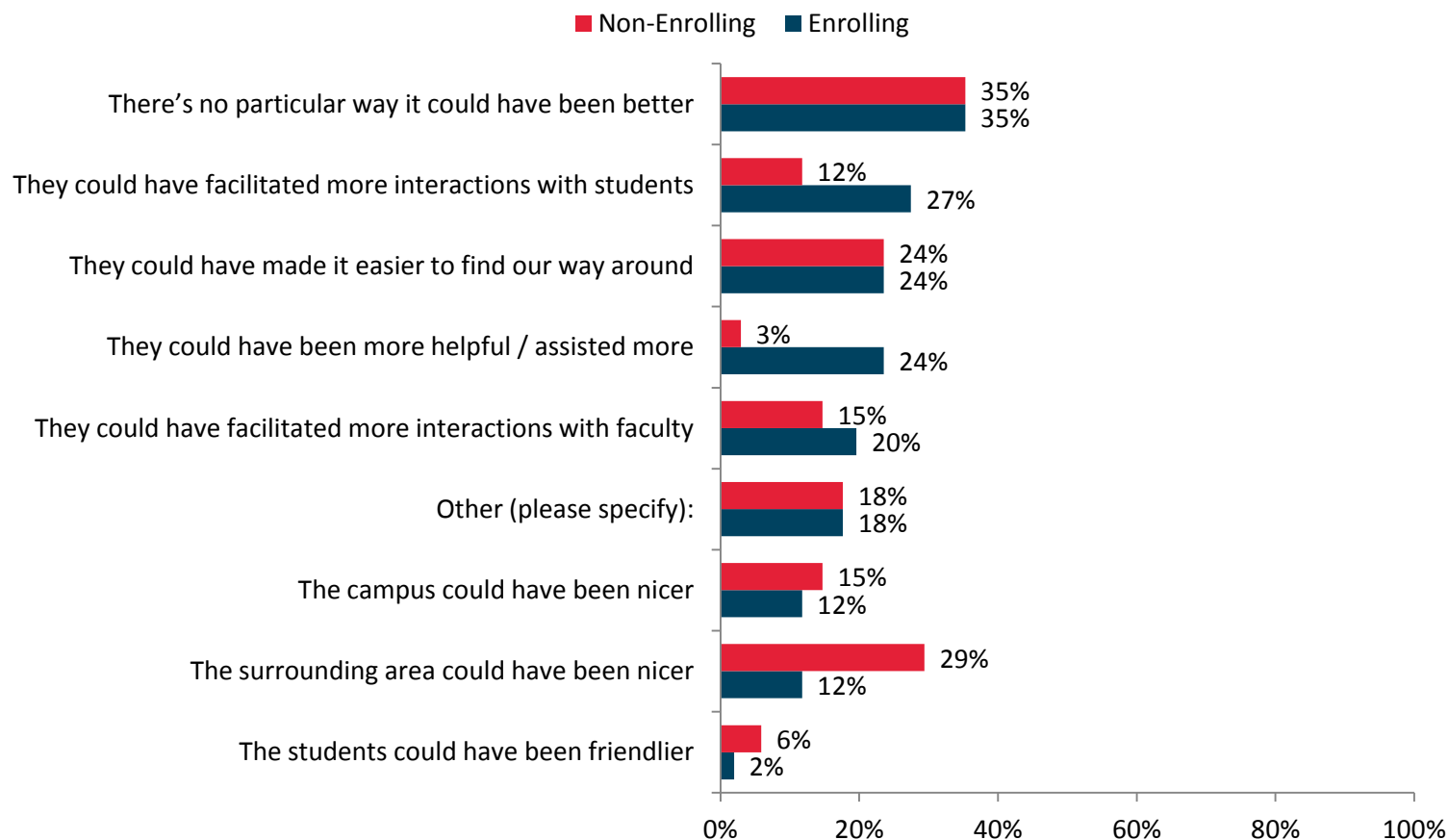
Among those who rated area "Average" or lower.



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How could West Virginia University have improved your campus visit?



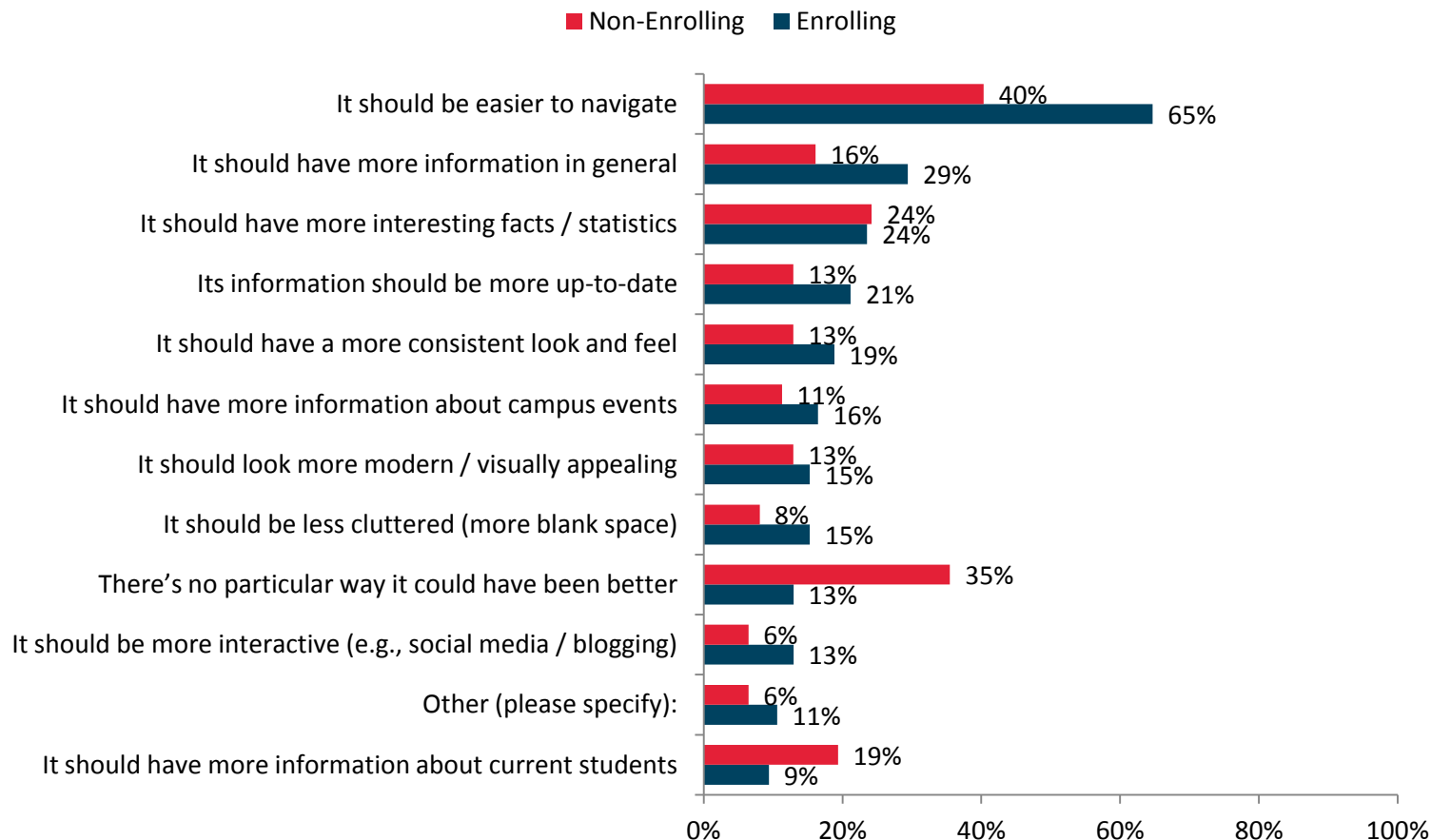
Among those who rated area "Average" or lower.



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How could West Virginia University improve its website?



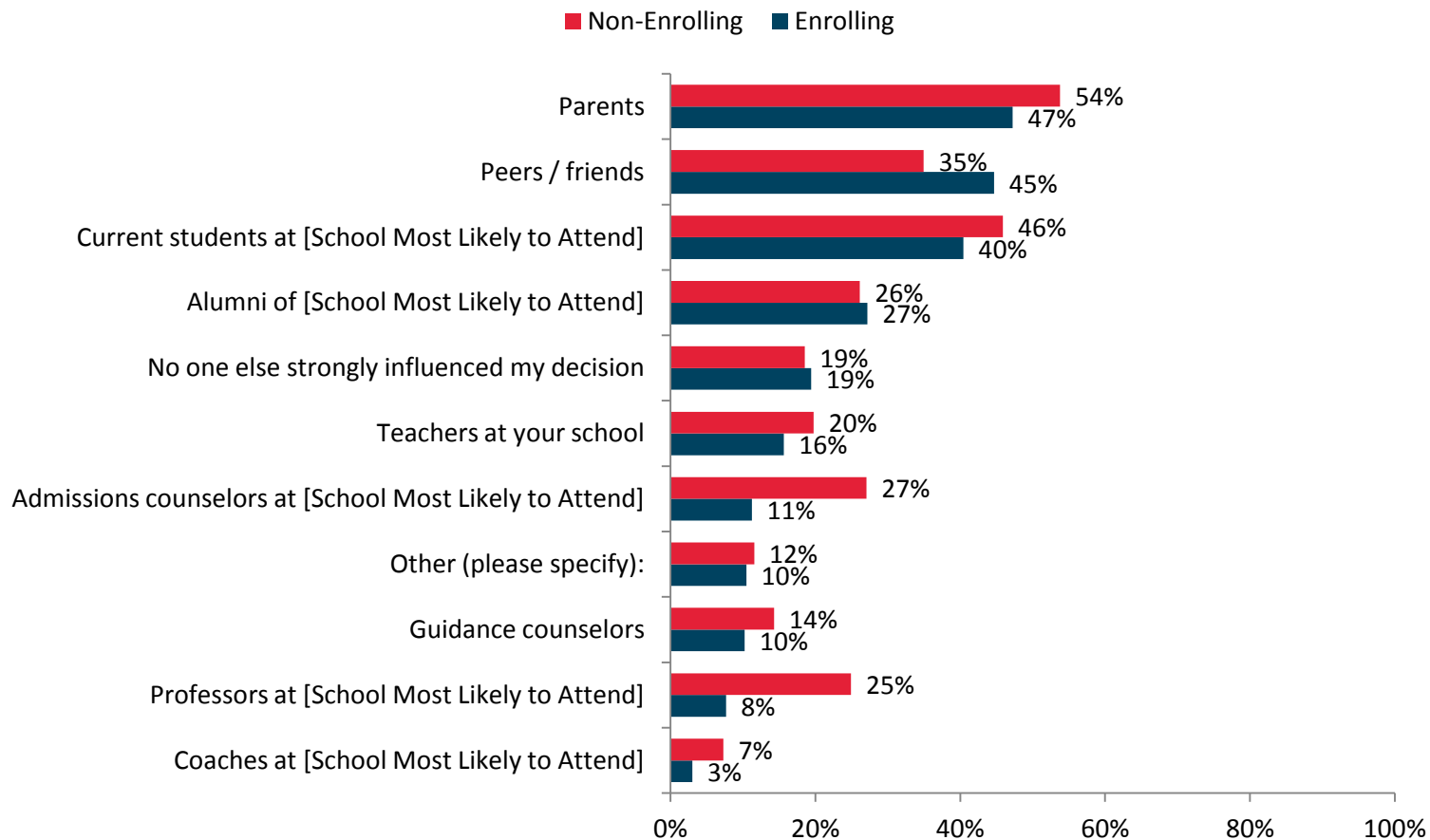
Among those who rated area "Average" or lower.



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Strong Influencers of Enrollment Decision





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What single source, above all others, do you think had greatest impact on your decision to attend [School Most Likely to Attend]?

Term	Enrolling	# of mentions
campus		28
visit		13
tour		10
major		10
availability		7
wvu		6
tours		6
being		5
students		5
alumni		4
prowler		4
program		4
academic		4
attending		4
search		3
affordability		3
wanted		3
home		3
board		3
tools		3
engineering		3
loved		2
family		2
market		2

*(Some words
removed in
the interest of
clarity)*

Term	Non-Enrolling	# of mentions
campus		21
tour		13
cost		11
visit		10
financial		9
program		7
academic		6
family		5
aid		5
alumni		5
state		5
friends		4
students		4
attend		4
schools		4
decision		4
offered		3
going		3
virginia		3
guides		3
programs		3
wvu		3
west		3
current		3



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COMPARISONS BY STUDENT SEGMENTS



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Rate of Enrollment Compared by Demographic Characteristics:

Ex. The percentage of male students who took the survey who are enrolling or not enrolling at your institution.

	Gender		Race					Skill			Income				Residence			
	Male	Female	Asian / P. Islander	Black / African- American	Hispanic / Latino	White	Other	Low skill	Med Skill	High Skill	Under \$60K	\$60K - \$99K	\$100K - \$160K	\$160K+	In-State	Out-of- state	Inter- national	
Enrolling	n	421	508	17	49	32	796	7	612	206	81	173	156	159	85	412	507	5
	%	75%	72%	61%	74%	68%	76%	32%	75%	72%	67%	80%	79%	72%	61%	70%	77%	50%
Non-Enrolling	n	138	194	11	17	15	259	15	202	80	40	44	42	61	54	175	152	5
	%	25%	28%	39%	26%	32%	25%	68%	25%	28%	33%	20%	21%	28%	39%	30%	23%	50%



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Demographic Differences: Perceptions of West Virginia University

	Gender		Race						Skill			Income				Residence		
	Male	Female	Asian / P. Islander	Black / African- American	Hispanic / Latino	White	Other	Low skill	Med Skill	High Skill	Under \$60K	\$60K - \$99K	\$100K - \$160K	\$160K+	In- State	Out-of- state	Inter- national	
Sample Size	558	701	28	66	46	1054	22	813	286	121	216	198	220	139	586	658	10	
Overall reputation	4.96	4.91	4.64	5.22	4.68	4.96	4.11	5.07	4.78	4.42	5.15	5.07	4.97	4.45	4.92	4.94	5.22	
Overall academic quality of institution	5.07	5.02	4.64	5.27	4.66	5.08	4.00	5.14	4.93	4.72	5.24	5.15	5.00	4.42	5.06	5.01	5.44	
Strength of program in my area of interest	5.37	5.23	4.69	5.37	4.95	5.36	4.29	5.36	5.28	4.97	5.44	5.50	5.38	4.80	5.28	5.31	5.00	
Wide variety of academic majors	5.56	5.64	5.48	5.64	5.42	5.63	4.61	5.70	5.48	5.27	5.77	5.63	5.59	5.30	5.56	5.64	5.20	
Availability of program in my area of interest	5.52	5.42	5.21	5.39	5.10	5.51	4.72	5.53	5.49	5.05	5.59	5.55	5.50	5.02	5.43	5.50	5.38	
Quality of faculty	5.31	5.27	5.16	5.50	5.15	5.29	4.54	5.36	5.18	5.00	5.38	5.38	5.21	4.91	5.24	5.32	6.00	
Personal attention from faculty / administrators	5.14	5.03	4.53	5.33	4.94	5.11	4.33	5.18	4.93	4.61	5.06	5.07	5.09	4.94	4.95	5.19	5.80	
Academic advising / support / degree planning	5.26	5.23	4.67	5.47	4.97	5.29	4.50	5.32	5.14	4.89	5.30	5.32	5.24	4.97	5.13	5.34	5.60	
Preparation for graduate/professional school	5.29	5.23	4.74	5.38	4.91	5.29	4.36	5.32	5.20	4.90	5.33	5.34	5.23	4.88	5.21	5.28	5.80	
Job opportunities for graduates	5.28	5.25	4.72	5.70	4.81	5.28	4.36	5.33	5.22	4.90	5.41	5.31	5.21	4.93	5.17	5.34	5.67	
Strength and helpfulness of alumni network	5.28	5.31	4.75	5.59	5.03	5.32	4.69	5.36	5.19	4.91	5.37	5.27	5.28	5.07	5.22	5.35	6.00	
Opportunities for internships / experiential learning	5.31	5.29	4.83	5.61	5.06	5.32	4.54	5.36	5.27	5.00	5.48	5.30	5.25	4.99	5.21	5.36	6.17	
Opportunity to be involved in campus events / orgs	5.55	5.55	5.21	5.78	5.36	5.58	4.75	5.63	5.40	5.36	5.60	5.58	5.58	5.33	5.45	5.64	5.71	
Sense of community on campus	5.41	5.43	4.96	5.55	5.56	5.44	4.58	5.51	5.24	5.15	5.61	5.45	5.39	5.22	5.28	5.54	6.00	
Off-campus environment / things to do off-campus	5.27	5.26	5.08	5.27	5.24	5.28	4.47	5.35	5.14	4.93	5.44	5.31	5.24	4.99	5.20	5.31	5.63	
The feeling that I would fit in	5.31	5.18	4.92	5.18	5.32	5.26	4.62	5.33	5.01	5.07	5.32	5.35	5.23	5.00	5.12	5.34	5.50	
Flexibility of delivery options	5.32	5.37	5.00	5.64	5.34	5.35	4.65	5.40	5.28	5.13	5.49	5.46	5.34	5.11	5.26	5.41	5.88	
Being the right size for me	5.27	5.17	4.57	5.51	5.29	5.23	4.65	5.32	5.05	4.87	5.24	5.34	5.24	4.98	5.05	5.35	5.50	
School spirit / sports culture	5.78	5.88	5.48	6.07	5.88	5.85	5.10	5.87	5.73	5.77	5.92	5.86	5.92	5.53	5.76	5.91	5.00	
Attractiveness of campus	5.35	5.33	5.12	5.86	5.34	5.33	4.70	5.45	5.15	4.95	5.55	5.34	5.27	5.00	5.15	5.49	5.86	
Campus safety	5.26	5.23	5.00	5.51	5.16	5.24	5.13	5.29	5.19	4.84	5.38	5.20	5.27	4.99	5.05	5.41	5.67	
Location (quality of the area)	5.10	5.08	4.96	5.54	4.98	5.09	4.19	5.16	4.99	4.72	5.27	5.10	5.08	4.62	4.91	5.23	5.86	
Distance from home	4.90	4.96	4.73	4.92	4.65	4.97	5.00	4.91	5.01	4.80	5.14	5.07	4.95	4.48	4.87	4.99	5.14	
Quality of campus buildings	5.27	5.21	5.43	5.58	5.32	5.22	4.88	5.28	5.19	4.97	5.40	5.25	5.21	5.02	5.12	5.33	5.86	
Value of education for the cost of attending	5.16	5.15	4.60	5.42	5.05	5.18	4.21	5.13	5.15	5.23	5.25	5.30	5.11	5.00	5.04	5.25	5.38	
Overall cost of attendance	5.01	4.91	4.96	4.88	4.64	4.98	4.75	4.89	5.04	5.12	4.90	5.08	5.05	4.98	4.79	5.09	5.38	
Availability of financial aid	5.07	5.00	5.21	4.84	4.88	5.05	4.80	4.93	5.22	5.15	5.10	5.03	5.10	5.08	5.04	5.02	5.71	

Blue-shaded cells indicate statistically significant differences at 95% confidence interval.



Survey of Admitted Students

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Demographic Differences: Strong Influencers and Search Tools Used

	Gender		Race					Skill			Income				Residence		
	Male	Female	Asian / P.	Black / African-American	Hispanic / Latino	White	Other	Low skill	Med Skill	High Skill	Under \$60K	\$60K - \$99K	\$100K - \$160K	\$160K+	In-State	Out-of-state	Inter-national
			Islander														
Sample Size	558	701	28	66	46	1054	22	813	286	121	216	198	220	139	586	658	10
Parents	49%	49%	54%	42%	30%	50%	45%	47%	53%	55%	42%	52%	53%	53%	55%	44%	40%
Guidance counselors	13%	10%	14%	17%	15%	10%	27%	10%	13%	11%	16%	12%	9%	11%	13%	10%	10%
Peers / friends	43%	41%	50%	28%	52%	42%	36%	41%	44%	45%	44%	49%	44%	45%	48%	37%	60%
Teachers at your school	17%	17%	18%	20%	22%	16%	14%	15%	21%	17%	25%	17%	16%	14%	21%	12%	40%
Admissions counselors at [School Attending]	16%	15%	14%	20%	20%	15%	9%	15%	16%	20%	16%	16%	15%	22%	15%	16%	20%
Alumni of [School Attending]	28%	26%	25%	20%	24%	27%	32%	25%	32%	27%	24%	25%	28%	30%	29%	25%	30%
Current students at [School Attending]	42%	42%	57%	25%	46%	42%	45%	41%	44%	48%	36%	44%	48%	49%	46%	38%	50%
Professors at [School Attending]	13%	11%	14%	8%	17%	11%	9%	10%	14%	24%	7%	12%	9%	22%	11%	13%	30%
Coaches at [School Attending]	5%	3%	0%	8%	4%	4%	9%	5%	1%	4%	4%	1%	5%	8%	3%	5%	0%
No one else strongly influenced my decision	18%	20%	18%	31%	22%	18%	23%	20%	19%	16%	25%	15%	17%	15%	16%	22%	20%
Communication with admissions staff	83%	76%	82%	76%	72%	80%	73%	79%	81%	78%	81%	82%	83%	81%	80%	79%	70%
The Colleges Facebook	53%	54%	54%	58%	55%	54%	45%	58%	47%	36%	56%	56%	57%	48%	50%	56%	70%
The Colleges Twitter	45%	43%	36%	45%	45%	44%	41%	49%	35%	30%	46%	45%	51%	41%	43%	45%	60%
The Colleges Website	90%	90%	93%	86%	85%	90%	95%	91%	90%	87%	94%	92%	94%	88%	89%	91%	90%
The Colleges viewbooks / brochures	78%	75%	86%	70%	74%	76%	86%	77%	75%	72%	81%	80%	84%	76%	76%	77%	90%
The Colleges course catalogue	71%	66%	64%	64%	72%	68%	73%	70%	66%	58%	74%	71%	75%	63%	69%	68%	70%
College comparison websites	72%	66%	68%	70%	72%	68%	73%	70%	66%	61%	69%	71%	76%	68%	65%	72%	80%
College Guides	62%	53%	57%	65%	68%	56%	59%	60%	53%	45%	61%	59%	64%	61%	55%	59%	70%
Google searches	76%	76%	89%	82%	81%	76%	68%	77%	76%	69%	83%	79%	80%	74%	76%	76%	90%
Videos made by current students	57%	54%	57%	64%	62%	55%	36%	60%	49%	40%	62%	55%	60%	56%	55%	56%	60%
Videos made by the college	60%	57%	57%	62%	68%	59%	36%	62%	56%	43%	64%	56%	65%	59%	58%	59%	70%
College fairs	60%	55%	57%	48%	49%	59%	45%	58%	58%	55%	65%	63%	58%	55%	63%	53%	40%
Group presentations by adm. officers at your HS	55%	44%	57%	47%	47%	49%	45%	50%	46%	46%	52%	48%	47%	47%	53%	45%	50%
One-on-one sessions with adm. officers held at your HS	47%	41%	43%	41%	45%	44%	41%	45%	41%	39%	47%	39%	45%	45%	48%	40%	50%
Campus visit	80%	77%	71%	64%	79%	80%	64%	79%	78%	79%	75%	83%	78%	78%	77%	80%	60%
On-site campus tours	75%	70%	71%	64%	66%	73%	64%	75%	70%	64%	70%	75%	71%	73%	67%	77%	60%
Overnight stays in a dormitory with current students	37%	32%	36%	41%	36%	34%	36%	37%	28%	28%	41%	29%	35%	32%	36%	32%	40%
Open house weekends on campus	45%	38%	32%	42%	49%	41%	45%	45%	37%	27%	47%	37%	40%	40%	39%	43%	40%
Events for admitted students	55%	43%	36%	50%	57%	49%	45%	50%	48%	43%	52%	52%	46%	47%	50%	47%	50%
Visiting campus for an athletic event	52%	48%	29%	44%	45%	51%	36%	51%	51%	42%	56%	51%	51%	49%	57%	44%	40%
Attending a class on campus	35%	33%	25%	36%	38%	33%	36%	36%	27%	32%	40%	31%	33%	30%	36%	31%	40%

Blue-shaded cells indicate statistically significant differences at 95% confidence interval.



Survey of Admitted Students

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Demographic Differences: Influence of Financial Aid, Closeness to Attending, College Search

	Gender		Race					Skill			Income				Residence		
	Male	Female	Asian / P. Islander	Black / African-American	Hispanic / Latino	White	Other	Low skill	Med Skill	High Skill	Under \$60K	\$60K - \$99K	\$100K - \$160K	\$160K+	In-State	Out-of-state	Inter-national
Sample Size	558	701	28	66	46	1054	22	813	286	121	216	198	220	139	586	658	10
Would the award of a grant or scholarship (e.g., money that you don't have to repay) have influenced...																	
No	25%	24%	36%	18%	27%	25%	20%	19%	36%	33%	18%	29%	23%	26%	18%	32%	0%
Yes – it might have influenced my decision	35%	40%	9%	35%	13%	41%	33%	41%	30%	38%	39%	31%	34%	61%	36%	41%	0%
Yes – it definitely would have influenced my decision	27%	28%	45%	41%	40%	25%	33%	31%	21%	23%	41%	31%	31%	6%	36%	17%	80%
Don't know / unsure	13%	8%	9%	6%	20%	9%	13%	9%	13%	8%	2%	10%	11%	7%	10%	10%	20%
How close were you to choosing to attend? (Non-Enrolling Only)																	
Not close at all (it was only a backup option)	12%	12%	18%	6%	0%	13%	7%	9%	14%	23%	16%	10%	5%	19%	8%	16%	20%
Not very close	13%	15%	18%	24%	7%	14%	27%	12%	18%	20%	0%	7%	20%	19%	13%	16%	0%
Somewhat close	23%	24%	27%	18%	47%	24%	7%	25%	19%	30%	16%	26%	25%	24%	26%	22%	20%
Very close (it was one of my top choices)	30%	27%	36%	24%	13%	30%	20%	30%	31%	10%	36%	29%	34%	22%	29%	28%	20%
Extremely close (I nearly chose to attend this school instead)	21%	20%	0%	29%	33%	19%	40%	24%	16%	18%	32%	29%	16%	13%	23%	17%	40%
Don't Know	1%	1%	0%	0%	0%	1%	0%	0%	3%	0%	0%	0%	0%	4%	2%	1%	0%
When did you first begin to identify a list of colleges to which you would consider applying?																	
Before high school	7%	11%	7%	9%	4%	9%	9%	8%	10%	13%	13%	7%	6%	6%	13%	6%	20%
9th grade (including the summer before 9th grade)	8%	9%	0%	9%	2%	9%	0%	7%	15%	5%	9%	9%	9%	6%	10%	8%	0%
10th grade (including the summer before 10th grade)	19%	19%	14%	18%	21%	19%	27%	18%	20%	21%	19%	17%	19%	20%	20%	19%	10%
11th grade (including the summer before 11th grade)	45%	42%	50%	45%	38%	43%	18%	45%	37%	46%	37%	42%	46%	45%	38%	48%	50%
12th grade (including the summer before 12th grade)	21%	19%	29%	18%	34%	19%	45%	21%	18%	15%	22%	25%	20%	22%	20%	20%	20%

Blue-shaded cells indicate statistically significant differences at 95% confidence interval.